

## CLAIM AMENDMENTS

### IN THE CLAIMS

This listing of the claims will replace all prior versions, and listings, of claims in the application or previous response to office action:

1 (currently amended). A method of providing web site content to a web site ~~user~~ users, comprising the steps of:

collecting user data during one or more prior visits by ~~the user to~~ users of the web site;

receiving a first web site request for web content from ~~the a first~~ user and a second web site request for the web content from a second user;

identifying the first user and the second user;

accessing the first user's user data and the second user's user data, based on the identifying step;

determining whether the user data of the first user and the user data of the second user matches one match any of a plurality of user models stored in a models database accessible by a web site host;

if when the user data of the first user matches a first model, selecting a first web content format corresponding to that model;

when the user data of the second user matches a second model, selecting a second web content format corresponding to that model;

~~if the user data does not match a model, selecting the default format; and~~

~~downloading presenting the web content corresponding according to the selected first web content format to the first user's web browser;~~

~~presenting the web content according to the second web content format to the second user's web browser;~~

wherein the web content presented to the first and users is the same content, but wherein the web content format influences visual aspects of a manner in which the downloaded web content is presented to the user first and second users.

2 (currently amended). A method of providing web site content to ~~a user of a~~ web browser users, comprising the steps of:

collecting user data about the user's users' consumer preferences during one or more visits by the ~~user~~ users to the web site;

storing a number of alternative web content formats in a content database accessible by the web site host;

receiving requests for a web site content request from ~~the user~~ first and second users ; identifying the ~~user~~ users;

accessing the ~~user~~'s user data corresponding to each of the users, based on the identifying step;

matching each of the user's user data to a respective one of a plurality of user models stored in a models database;

selecting ~~a~~ web content format formats corresponding to the model models matched in the preceding step; and

downloading the web content corresponding to the selected to a web browser of the first user according to a first web content format and downloading the web content to a web browser of the second user according to a second according to the web browser wherein the different web content format influence formats cause differences in visual aspects of a manner in which the downloaded web content is presented to the user first and second users.

3 (previously presented). The method of claim 2, wherein the plurality of user models are selected from the group of models consisting of a cost focused model and a technology focused model.

4 (**currently amended**). The method of claim 3, wherein matching the ~~user's users'~~ user data to one of a plurality of user models ~~comprising comprises~~ (a) matching ~~the a~~ user's user data to a cost savings model when the user data indicates the user is more concerned with cost control than with new services and (b) matching the user's user data to a technology focused model when the user data indicates the user is more concerned with new services or features than with cost control.

5 (**currently amended**). The method of claim 4, wherein ~~wherein~~ the web content format corresponding to the cost savings model includes content emphasizes cost savings and the web content format corresponding to the technology focused model emphasizes new services or features.

6 (previously presented). The method of claim 2, wherein the plurality of user models are selected from the group of models consisting of a cost focused model, a savings focused model, and a technology focused model.

7 (original). The method of claim 2, wherein at least one of the web content formats is a cost focused format.

8 (original). The method of claim 2, wherein at least one of the web content formats is a technology focused format.

9 (original). The method of claim 2, wherein the web-content format determines at least the arrangement of the web content.

10 (**cancelled**).

11 ( previously cancelled).

12 (currently amended). The method of claim 2, wherein the matching step is performed while the user-is users are on line to the web site.

13 (currently amended). The method of claim 2, wherein the collecting step is performed while the user-is users are on line to the web site.

14 (currently amended). A system for providing web site content to a user of a web browser, comprising:

a web site host operable to access a customer data database operable to store data about the user's users' consumer preferences, a models database operable to store a number of customer models, and a web content database operable to store a number of alternative web content formats for the web site, and further operable to: receive an identifier of a user that accesses the web site; assign the user to a model based at least in part on the user's customer data; select a web content format based at least in part on the assigned model wherein the selected web content format influences visual aspects of web content data presented according to the web content format, and download the matched web content format to the user's users' web browser browsers for presentation to the user users wherein visual aspects of the presentation to first and second users, respectively assigned to first and second models, requesting the same web content differ according to first and second web content formats corresponding to the first and second models.

15 (original). The system of claim 14, wherein the models database stores one or more customer models from the following groups: cost focused, savings focused, and technology focused.

16 (original). The system of claim 14, wherein the web content format database stores

one or more web content formats from the following groups: cost focused, savings focused, and technology focused.

17 (original). The system of claim 14, wherein the web site host is operable to collect customer data during visits of customers to the web site.

18 (original). The system of claim 14, wherein at least one of the web content formats is a default format.

19 (original). The system of claim 14, wherein the web site host assigns the user to a model and matches the model to a web content format while the user is on-line to a web site.